

A vibrant, stylized illustration of Niagara Falls. The water is depicted with a rainbow-like spectrum of colors, ranging from blue and green to yellow and orange, suggesting a rainbow in the mist. The falls are set against a dramatic sky with soft, colorful clouds in shades of orange, yellow, and blue. On the left, a rocky cliff is visible with some greenery and a small wooden walkway or railing. The overall style is reminiscent of mid-20th-century travel posters or book covers.

Niagara Falls

A COLORFUL
SOUVENIR BOOK

» NIAGARA FALLS «

¶ The Niagara River leaves Lake Erie at Buffalo at an elevation of about 600 feet above sea level. Travelling smoothly but swiftly for the first twenty miles, it suddenly breaks into a terrific dashing and swirling rapids before catapulting over the great brink known as Niagara Falls.

¶ From the Falls, the river travels through the rock-bound gorge 160 feet deep, through the Whirlpool Rapids, and gradually into wider and deeper places until at the end of a 27 mile journey it flows peaceably into Lake Ontario. In this journey it descends over 300 feet and provides scenic wonders for people from all over the world and electric power for thousands in the United States and Canada.

¶ Working back from Lake Ontario the river has carved its own gorge for a distance of about seven miles. The Canadian Falls is cutting back at an estimated rate of two or three feet each year. The undercutting by falling water is only one element in the changing brink line, however, since wind and frost and ice are also important wearing factors.

¶ Indian lore has brought us many strange tales of Niagara. Goat Island, for instance, was known as the abode of the Great Spirit because of its inaccessibility between the American and the Horsehoe Falls.

¶ For many years newly-weds have made Niagara a haven for their wedding trips. The romance of the Falls, their wonderful carvings through rock for thousands of years and their new beauty under illumination have justified the importance of Niagara Falls as one of the great wonders of the world.



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AERIAL VIEW OF NIAGARA FALLS

- The topography of Niagara Falls, an incomplete study for centuries is shown at a glance in this remarkable panorama. The gorge in the foreground is 160 feet deep. It was created by the wearing action of falling water. On the extreme left is the American shore, then the American Falls, Goat Island, the Horseshoe Falls and the Canadian shore.



RAPIDS ABOVE THE AMERICAN FALLS

- Above the Falls, a series of shelves create numerous miniature Niagaras. Stubborn rocks, projecting themselves toward the surface, resist the current and cause tumultuous rapids of white spray and foam. This mad dash toward the precipice passes continuously before the skyline of the World's Power City seen in the background of this picture.



AMERICAN FALLS FROM LUNA ISLAND

● The contour of Niagara Falls is constantly changing from the effects of frost, erosion and undermining of the rocks by falling water. These workings of nature have changed the American Falls in the past few years from almost a straight front to the ragged crest line shown in this picture.



AMERICAN FALLS ILLUMINATED

- The nocturnal beauty of Niagara is greatly enhanced by the kaleidoscopic playing of multi-colored lights upon the turbulent spray of the Falls for four hours each evening. The power from the Falls themselves is used in the Billion Candlepower Battery of Lights, so that Niagara with the help of man illuminates itself into a gorgeous splendor.



AMERICAN FALLS FROM GOAT ISLAND

● Goat Island, because of its inaccessibility between the American and the Horseshoe Falls, was known in Indian lore as the abode of the Great Spirit. It is surrounded on three sides by dangerous rapids and on the fourth side by a gorge almost two hundred feet deep. From this island, now a beautiful park, one of the best views of the American Cataract is obtained.



AMERICAN FALLS IN WINTER

● Niagara's summer grandeur is surpassed only by its mid-winter splendor. The spray from the cataract freezes as it falls on the nearby rocks at the foot of the Falls and there it forms miniature pure-white mountains, or mammoth ice bridges, or even fanciful figures such as the head and shoulders of a sheep shown in the right foreground of this picture.



BELOW TUMBLING WATERS

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OF ILLUMINATED AMERICAN FALLS

- The close-up roar of the cataract tumbling thru space for 160 feet and crashing upon the rocks below; the sensation of cool spray blowing across the face; and the beauty of changing multi-colored lights provide thrills of a different sort for visitors to the foot of Niagara at night.



GENERAL VIEW FROM PROSPECT POINT.

- From the mainland edge of the American Falls, known as Prospect Point, the Niagara seems to glide smoothly into space. The size of the power house on the opposite Canadian shore gives some evidence of its force, however, as this building is but one of several outlets for dynamos driven by the waters of this great river.



AMERICAN FALLS AT NIGHT

- From Luna Island, a small spot of elevated rock in the river between Goat Island and the mainland, the illumination seems most intense. The powerful lights shine directly across the river upon the American Falls and upon this small island and temporarily blind anyone who attempts to look toward them.



BRIDAL VEIL FALLS AND CAVE OF THE WINDS

● Luna Falls, which forms the Bridal Veil, is separated from the main part of the American Falls by Luna Island. The impetus of the stream which carries the water well beyond the face of the cliff, and the excavation by spray and frost of the softer rocks below has created a passageway behind this Fall known as the Cave of the Winds.



NIAGARA FALLS AND FALLS VIEW BRIDGE FROM GORGE

- The International Bridge between the United States and Canada is world-famed for the excellent view which it provides of the American and Canadian Falls. The "Maid of the Mist" in the foreground is steaming from the Canadian side toward the dock on the American bank.

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TWILIGHT OVER AMERICAN AND HORSESHOE FALLS

- Ever beautiful, Niagara Falls is always gorgeous at twilight. The air is still, the mist rises directly upward and becomes tinged with sunset colors.



AMERICAN AND HORSESHOE FALLS FROM INTERNATIONAL BRIDGE

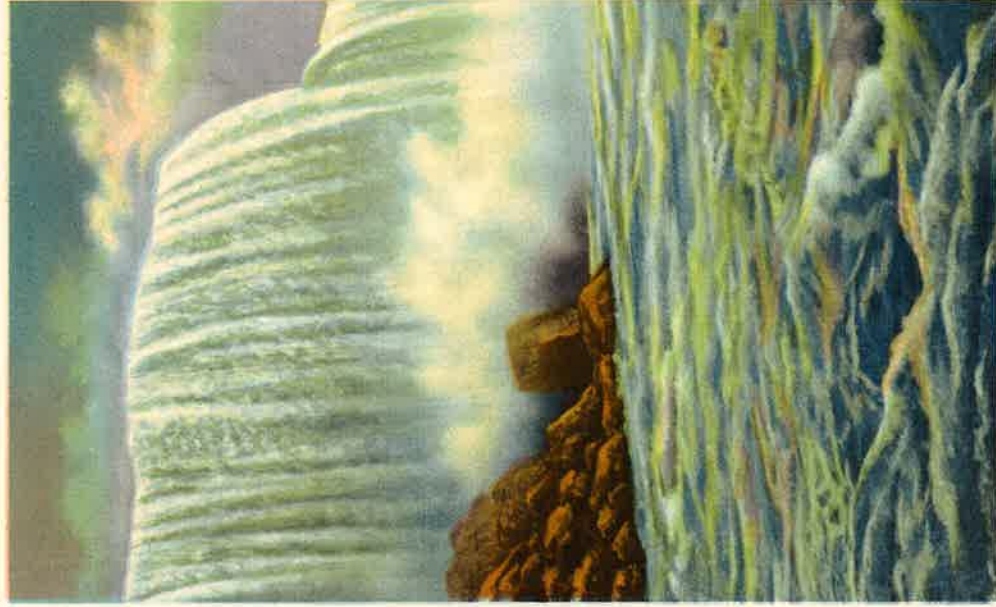
- This view from the International Bridge shows both the American and the Horseshoe Falls. The "Maid of the Mist" steams from both the American and Canadian banks up to the foot of the Horseshoe Falls on a beautiful and thrilling trip.

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MOONLIGHT ABOVE ILLUMINATED HORSESHOE FALLS

● Niagara Falls and the moon, have long suggested romance; and no wonder, for Niagara Falls by moonlight is surely a view of unsurpassed romantic beauty.



BOILING WATERS BELOW

HORSESHOE FALLS OF NIAGARA

- Great waves boiling up as in a mammoth cauldron toss and pitch the steamer "Maid of the Mist" so that photography is almost impossible from this point. The roar of the cataract, and the spray falling in all directions make the Falls particularly thrilling on this trip.



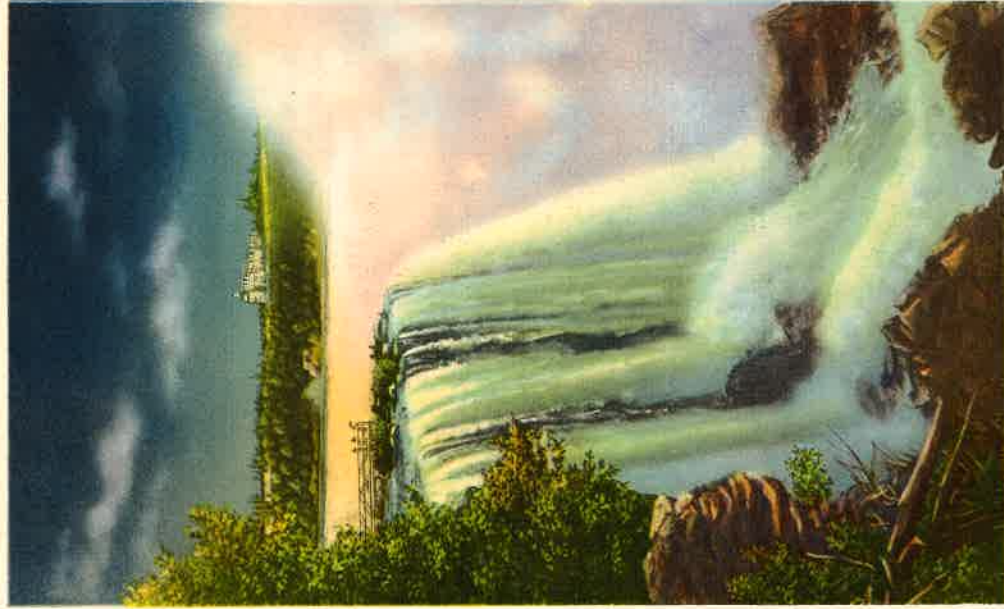
WHIRLPOOL RAPIDS

- Whirlpool Rapids, are caused by the narrowness of the gorge and the shallowness of the river at this point. The river is suddenly changed from a broad placid pool to a roaring avalanche which beats the water into a white foam and spray.



SPANISH AEROCAR OVER WHIRLPOOL

● The Spanish Aerocar was built in 1915 over the Great Whirlpool at Niagara. Designed by the Spanish Engineer, Leonardo Torres Quevedo, it is even today considered a wonder of engineering science.



HORSESHOE FALLS AT NIGHT

- This view from Goat Island looking toward Canada shows the beautiful blending of the multi-colored lights by the spray arising from the foot of the Horseshoe Falls.



HORSESHOE FALLS FROM CANADIAN SIDE

● This Horseshoe is the larger of Niagara's two cataracts. Over its jagged edge falls more than 70% of the river's waters. The tremendous volume flowing over the center section is causing it to recede more rapidly than at the sides and the speed of erosion at this point is changing the contour of this great waterfall.



TERRAPIN POINT AND THE CANADIAN FALLS FROM GOAT ISLAND

- The Canadian Falls, which is the larger of the two Falls at Niagara, extends from Goat Island to the Canadian shore in the general shape of a horseshoe. From its shape, it has acquired another name, Horseshoe Falls.



PROSPECT POINT, AMERICAN AND CANADIAN FALLS

- This fine general view of the two cataracts emphasizes the great depth of the fall into the gorge over 160 feet below.



HORSESHOE FALLS OF NIAGARA FROM FALLS VIEW

- Horseshoe Falls as seen from an elevation called "Falls View" in Niagara Falls, Canada, provides a panoramic view of the Canadian Cataract and the rapids above.



HORSESHOE FALLS FROM GOAT ISLAND

- Horseshoe Falls from Goat Island with Terrapin Point in the foreground.



AMERICAN FALLS AT NIGHT FROM GOAT ISLAND

- Bridal Veil Falls in the foreground, Luna Island, and the main American Cataract illuminated at night. In the background can be seen the International Bridge and the beautiful park in Niagara Falls, N. Y.

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GREETINGS

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